

Motivaction Omnibus

The omnibus provides targeted and cost-effective answers to research questions

The current market is constantly changing, which means that companies and organizations are increasingly looking for methods that can answer research questions as efficiently as possible. There is not always a budget for large-scale and extensive research. In order to also offer suitable research for these research questions, we use the omnibus research. The omnibus is suitable for obtaining sound research results for a (limited) number of questions in a cost-effective manner.

Participate in the omnibus survey

Once a month, Motivaction conducts the standard omnibus survey among members of its own Stempunt panel. We submit the omnibus questionnaire to a nationally representative sample each month: 1000 respondents in the age category of 18 to 80 years.

The fixed research methodology and the fact that it can be used for multiple clients means that the costs can be kept relatively low.

How does it work in practice?

You can participate in the omnibus survey with just one question, up to a maximum of five questions. Of course, we will be happy to advise you

on the optimal interpretation of the questions and the layout of the questionnaires. The research results will be available within one working week after the fieldwork, with further elaboration possibilities such as a link to Mentality and other relevant background information from Motivaction's StemPunt panel.

The Motivaction Omnibus gets you:

- **Thorough research within a Dutch representative sample**
- **Low investment due to efficient design**
- **The trusted quality of Motivaction**

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Investment

The Omnibus survey allows for a maximum of 5 questions.

The Set up of the survey requires an investment of € 500. Per question the costs are € 300,- excl. 21% VAT. When participating with 5 questions, this brings the costs to € 2.250 (excl. 21% VAT).

Deliverables

Motivaction provides easy-to-read (Excel) tables with respondents' answers to your questions, with breakdowns by:

- Gender
 - Age
 - Education
 - Region
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- Open ends are included on respondent level in the Excel tables

Optional

- Additional breakdowns:
 - Mentality (+ € 250,-)
 - Digital Lifestyles (+ € 250,-)
 - Shoppertypes (+ € 250,-)
- Toplines report in PowerPoint
- Tailormade infographics (costs on request)

